



ORDER

Flight Dates **10/11/12-10/17/12**

Contract / Revision **314316 /**

Original Date / Revision
10/09/12 10/09/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2025**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 90000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	18000
KPNX	20%	18000
KPPX	%	0
KSAZ	25%	22500
KTVK	20%	18000
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$11,475.00	\$13,500.00	0.00
Totals	11	\$11,475.00	\$13,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/17/12	11	\$11,475.00	\$13,500.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/11/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	---TF--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	---TF--				1		\$700.00		0.00		
N 2	KNXV	10/15/12	10/17/12	M-F 10am-11am The View	CM	10am-11am	MTW----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTW----				1		\$700.00		0.00		
N 3	KNXV	10/11/12	10/12/12		CM	12pm-1pm	---TF--	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00



Hiatus Dates

Order Sep 00:20:00

Estimate # **2025**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 12pm-1pm The Chew										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--		1			\$400.00		0.00			
N 4	KNXV	10/15/12	10/17/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MTW----	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		1			\$400.00		0.00			
N 5	KNXV	10/11/12	10/12/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	---TF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--		1			\$300.00		0.00			
N 6	KNXV	10/11/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---TF--	:30	1	\$800.00	FX	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--		1			\$800.00		0.00			
N 7	KNXV	10/13/12	10/13/12	PR Various Non-Net 2 PR Various Non- Net 2	CM	9-10pm	-----S-	:30	2	\$1,400.00	P-6	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		2			\$1,400.00		0.00			
N 8	KNXV	10/15/12	10/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		1			\$2,000.00		0.00			
N 9	KNXV	10/15/12	10/17/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTW----	:30	1	\$400.00	FX	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTW----		1			\$400.00		0.00			
N 10	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$5,000.00	P-6	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1			\$5,000.00		0.00			
PE money from WO 305019														
Totals 11 \$13,500.00														